

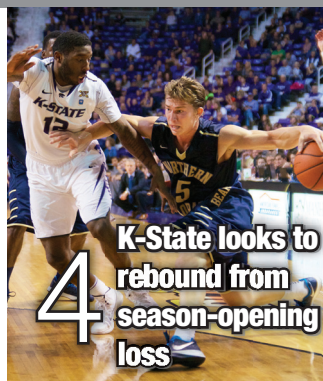


wednesday, november 13, 2013

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# thecollegian

INDEPENDENT VOICE FOR KANSAS STATE UNIVERSITY



**4** K-State looks to rebound from season-opening loss



**6** Chief Concerns: Bowe cited for marijuana possession

VOL. 119 NO. 58

kstatecollegian.com



**Tomorrow:**  
High: 55 °F  
Low: 32 °F



**Friday:**  
High: 55 °F  
Low: 41 °F

**03**

Dollar Menu cancelled  
McDonald's scales back  
its iconic cheap eats  
list for a new approach

**04**

Snyder on TCU  
Recap of the weekly  
football press conference  
with the Horned Frogs  
slated for Saturday

**06**

Social IPOs  
A look at why Twitter's  
IPO fared so much better  
than Facebook's



photo courtesy of Wikimedia Commons  
Portrait of United States Health and Human Services Secretary Kathleen Sebelius on Sept. 11, 2009.

## Former Kansas Governor Sebelius criticized for Obamacare rollout

Patrick White  
staff writer

With the roll out of the federal market exchange for health insurance under the Affordable Care Act having started poorly, the secretary of Health and Human Services and former Kansas governor, Kathleen Sebelius, is coming under fire for it. As the secretary, it is her job to oversee the program. There have been calls for her to be fired or resign because of problems that have occurred under her watch.

An article by Major Garrett from CBS News from Nov. 6 stated that one of the critics is Sen. Barbara Mikulski of Maryland. While she has been a big supporter of President Obama, she has spoken out on the controversy encircling the Affordable Care Act since the federal exchange website launched.

"The launching of the Affordable Care Act has been more than bumpy," Mikulski said to CBS. "I believe there's been a crisis of confidence created in the dysfunction-

al nature of the website, the canceling of policies, and sticker shock from some people. We read in The Baltimore Sun this morning that 73,000 Marylanders' policies will be canceled. So there has been fear, doubt, and a crisis of confidence."

Mikulski isn't one of those calling for Sebelius' job, but such words from a fellow Democrat has been taken as a bad sign.

"10 senators sent a letter to the president asking for her to be fired," John Fliter, associate professor of political science, said. "I don't think she should be fired. I think she is making an effort to fix the problems. The biggest problem with the federal exchange is not her fault because states chose to not set up their own exchanges."

According to the Kaiser Family Foundation, there are 17 state-based marketplaces, seven jointly run between the state and the federal government, and 27 that have opted for federal control of their state's marketplace. A CNN article by Elizabeth Landau and Caleb Hellerman from

Oct. 19 stated that the state marketplaces are working for those signing up. More than 250,000 people had signed up for new insurance plans as of Oct. 18.

"I don't think Secretary Sebelius is in any way proud of the roll out," Ethan Bernick, associate professor of political science, said. "But some of the implementation of this program was bad from the get-go. More than half of the country have left it up to the federal government to take care of the exchange program."

That in effect has caused a logjam of Internet traffic on the troubled website.

"It would make much more sense if Kansans or the like could just go to their own state site," Fliter said. "Instead of hundreds of thousands going to their own website, millions are being funneled into one."

The collective idea is that this part is not on Sebelius, but the stumbling block most certainly is.

SEBELIUS | pg. 5

## The life of architecture freshmen



Emily DeShazer | Collegian

Gluing beams and struts together, Jonathan Cascioli, freshman in architecture, builds his model for his complex space project. Cascioli said he expected to spend all night in the basement of Seaton Hall working on his project, along with about 50 other students.

## "Half the Sky" presentation sheds light on trafficking, oppression



Jed Barker | Collegian

Students watch the documentary "Half the Sky," sponsored by the KSU Freedom Alliance, the K-State Women's Center and the American Criminal Justice Association at the Union Ballroom last night.

Morgan Cormack  
staff writer

The global issues of human sex trafficking and women's oppression were the feature of "Half the Sky," a documentary shown in the Union Grand Ballroom yesterday at 7 p.m. KSU Freedom Alliance, along with the K-State Women's Center and the American Criminal Justice Association, hosted the film showing in an effort to inform students about these issues.

"Half The Sky' immerses the viewers in the topics by following the story of a girl or woman in the situation," said Alex Kieffaber, senior in microbiology and president of the Freedom Alliance. "It shows the circumstances that led to how they became trapped in forced prostitution or sex trafficking and how these girls, women and others like them

can escape slavery."

The film, originally a book by Sheryl WuDunn and Nicholas Kristof, shows the journey of Kristof, a New York Times reporter, as he documents these issues around the world with A-list stars such as Meg Ryan and America Ferrera. Going to countries such as India and Cambodia, they talk to women and girls in these situations and find out more about sex trafficking, intergenerational prostitution and oppression.

"It shows that slavery still exists today, except in a different form, and that is trafficking," said Bethanie Tharman, senior in social work and student staff at the K-State Women's Center.

Kieffaber said the goal of the film showing

SKY | pg. 5

## Two professors help develop website to help parents navigate child's education

Marin Willis  
staff writer

Two professors from K-State's College of Education recently designed content for NBC's Education Nation website to help parents navigate their child's entire educational process, from kindergarten through high school. The webpage, known as the Parent Toolkit, provides parents with growth

charts, tips, guides, additional resources, experts and news updates, amidst other user friendly links and information.

Laurie Curtis and Lori Goodson, assistant professors of curriculum and instruction, contributed to the website to help assist teachers and parents alike.

"I'm on various national committees for the National Council of Teachers of

English and when NBC approached them regarding assistance with the project, NCTE asked if I would be willing to provide that feedback," Goodson said of her contribution to the Toolkit website. "I agreed and visited with the NBC officials about my role. They provided drafts of information that they were going to publish on the Toolkit website and I asked that I review them. I ended

up reviewing fifth grade through 12th grade English and language arts standards. Their goal was to make the materials as parent friendly as possible."

Goodson has taught middle school language arts for the seventh and eighth grades. At the high school level, she has taught sophomore and senior English, journalism and a reading lab. Prior to teaching, she was a

newspaper reporter, feature writer, assistant city editor and features editor for newspapers in Missouri, Kansas and North Carolina for more than 20 years.

The growth charts available on the website present academic benchmarks to help parents understand the course material covered in each grade. The site plans to add other growth charts that focus on health, wellness

and social development. The site's offered advice and tips are also aimed at helping current and future teachers.

"This is a tremendous resource for pre-service teachers as well as practicing teachers," Curtis said. "I have shared it with my own undergraduate pre-service teachers as well as the graduate students that I work with."

NBC | pg. 5

NOVEMBER 18-23



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11 Spate  
13 Cleaning tool  
16 "— the ramparts ..."  
17 Figure of speech  
18 Compass dir.  
19 Conclusions  
20 Salon request  
21 Freight  
23 Rife with bacteria  
25 Nitwit  
26 Notoriety  
27 Expert

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28 Chicken, on a Mexican menu  
30 Public health agcy.  
33 Marx Brothers classic  
36 Eats hurriedly  
37 Tittles  
38 Dickens' Mr. Heep  
39 Not procrastinating  
40 Under the weather  
41 Actor Beatty

**28** Chicken, on a Mexican menu  
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**39** Not procrastinating  
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**41** Actor Beatty

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**2** Help a hood speaker Patrick  
**3** Laundry-day task  
**4** Urban unit  
**5** Gold, to a chemist  
**6** Calculator key  
**7** Genealogy chart  
**8** Bull-winkle's foe  
**9** Honor  
**10** Faraway craft?  
**12** "Give me liberty" speaker  
**14** Taro root  
**15** Sleep phenom  
**19** Before  
**20** Grand —, N.S.  
**21** Designer Chanel et al.  
**22** Insight  
**23** Big ball  
**24** Feeling  
**25** "Zip-a-Dee- —"  
**26** Meat  
**28** Danger  
**29** Rubbish  
**30** Stinky  
**31** "Phooey!"  
**32** Donkey  
**34** Rani's wrap  
**35** Sharpen

**Solution time: 21 mins.**  

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**Yesterday's answer 11-13**

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**11-13 CRYPTOQUIP**  
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Q Y A U K O U Y Q Y C   H F J L U  
N H Q Y C   J Y   Q O X K R   H W J Z U ,  
Q   T X N B Z   L J B B   A W J A  
T W Q A U Y Q Y C   A W U   C J F .  
**Yesterday's Cryptquip:** WOULD A ROSTER OF ANIMALS WITH THE MOST ACUTE OLFACTORY SYSTEMS BE NAMED A BEST-SMELLER LIST?  
Today's Cryptquip Clue: A equals T

check out the sports page every day in the collegian

check out the sports page every day in the collegian

# the FOURUM

785-260-0207

The Fourum is a quirky view of campus life in voices from the K-State community. Positive and humorous comments are selected for publication by the Collegian marketing staff.

**Congrats to the K-State Hockey Club going 4-1 over the weekend to get into first place in the Great Plains Region. GO HOCKEY CATS!**

Like and vote for your favorite posts at [thefourum.net](http://thefourum.net)!

The RCPD article was ridiculous. Did the author get a speeding ticket this weekend and feel spurned or something? Come on.

You know you are from Johnson County when you think a street racing tail fin looks cool on your Chevy Monte Carlo. #shakingmyhead #leaveitforimports

#moda #8

To submit your Fourum contribution, call or text 785-260-0207 or email [thefourum@kstatecollegian.com](mailto:thefourum@kstatecollegian.com). Your e-mail address or phone number is logged but not published.

## For the Win | By Parker Wilhelm

THIS IS IT... I'M ENROLLING INTO THE FINAL SEMESTER OF MY COLLEGE CAREER

IS IT REALLY TIME TO SAY GOODBYE SO SOON? I FELT LIKE IT JUST LAST YEAR THAT I STARTED COLLEGE! I CAN'T BELIEVE IT'S THE FINAL COUNTDOWN!!

WOW, DID YOU REALLY HAVE TO GO WITH THAT RINGTONE?

NEEDES! MY ROOMMATE JUST TEXTED ME HIS SCHEDULE FOR NEXT SEMESTER!

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### CORRECTIONS

If you see something that should be corrected or clarified, call managing editor Mike Stanton at 785-532-6556 or email [news@kstatecollegian.com](mailto:news@kstatecollegian.com).



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**Conceptis Sudoku** By Dave Green

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	7		3					
4		2		6				1
	9		7				1	
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Difficulty Level ★★★★★ 12/13

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## KenKen | Medium

Use numbers 1-4 in each row and column without repeating. The numbers in each outlined area must combine to produce the target number in each area using the mathematical operation indicated.

2/		2-	5+
24*			
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### THE BLOTTER

#### ARREST REPORTS

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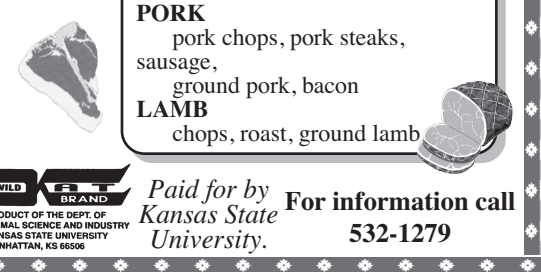
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# Acceptance of marijuana at all-time high

**Chase Fortune**  
Staff Writer

It's been called many things — weed, dope, ganja, Mary Jane, reefer — the list goes on and on. But they all mean the same thing: marijuana. Although the drug has been illegal for close to a century now, it hasn't stopped people from using it. Even our pop culture is chock full of references to it. Whether it's from television sitcoms or music or large scale movies, marijuana use has been a part of our culture for as long as anyone can remember.

Although marijuana has played its role in our media as an outlet for comedic relief, in reality, it generally brings a negative and criminal connotation with it. That stigma may be changing though.

The recent legalization of recreational marijuana in Colorado and Washington has shown a definite change in the public's view on the substance.

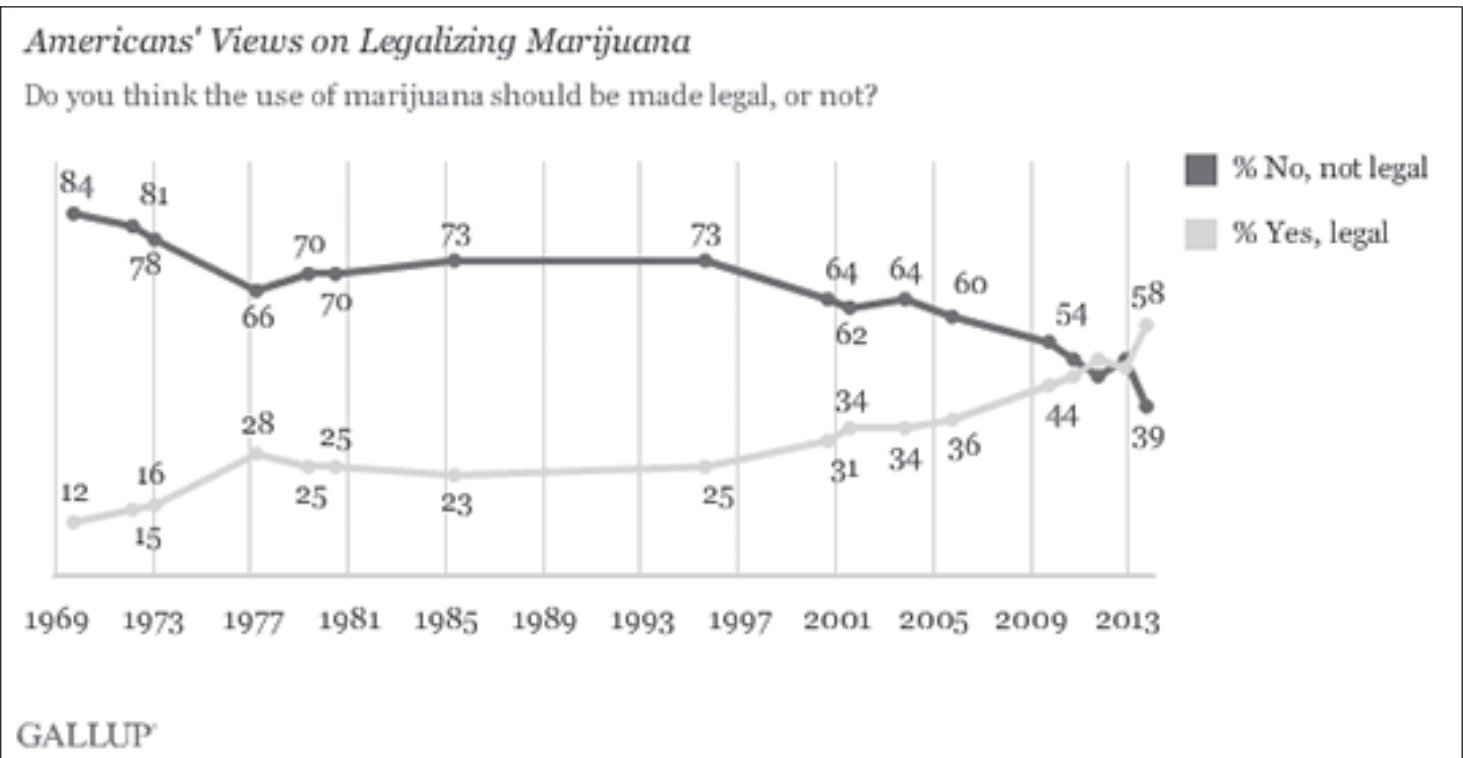
According to a Gallup poll from Oct. 22, 58 percent of the general population of the U.S. is in favor of legalizing marijuana, a figure that's nearly quadrupled in the last 40 years. Additionally, for the first time in American history, the pro-legalization vote outnumbers those against legalization. But the question looms as to why the opinion has shifted relatively quickly over more than a few decades.

"I think what we have is about two generations of people that, through mechanisms of pop and pot culture, pot's become a pretty accessible experimental drug," Edward Greene, Ph.D. candidate in sociology, said. "I think that what many have found is that it doesn't add up, in reality, to what we've been told about it since the 1930s."

Greene said he believes that over the last two generations, starting around the '60s and '70s, young people who have experimented with the narcotic have found discrepancies in the information that political groups against the drug have relentlessly propagandized.

According to the same Gallup poll mentioned, all age groups between 18 and 64 hold a majority percentage for legalization, as opposed to the 65 years and older group that still holds a majority vote against legalization.

Whatever the reason for the uprise in support of the drug, the recent state level legalization in Colorado and Washington brings up many questions about regulation and taxation on the newly endorsed product.



courtesy of gallup.com

According to a USA Today article by Jolie Lee from Nov. 4, last week, Colorado voters approved a 10 percent sales tax on marijuana to be used for marijuana regulation, as well as a 15 percent special tax to fund public school construction. These new taxes are expected to generate nearly \$34 million in revenue for the state in their first year and up to \$67 million the following year.

To give some perspective on tobacco taxation, Colorado's current sales tax on cigarettes is 2.9 percent, in addition to a state tax of \$1.01 per pack sold.

Some believe these new taxes will help to regulate the drug's distribution and boost the economy but others are more skeptical about the reasons for the high taxation.

"The question to ask is 'what is the goal of the tax? To gain revenue?'" Tracy Turner, associate professor of economics, said. "The highest rate may not bring the highest revenue."

Turner said she is curious about the state's motive for the high tax rate on the product. According to Turner, if the state's goal is to gain the most revenue from the tax, then the rate should be set at a more reasonable level. If the tax is to deter users, however, then a high rate may be seen as a logical option. Either way, the tax was voted in by Colorado's own voters.

One popular opinion for the legalization debate is the new taxable product has the potential to create economic growth in the states that it is legalized in.

"The benefit is it could create

**"A new industry is growing that could create jobs and economic activity and could contribute to economic growth, but I am not sure how it might affect labor productivity."**

**Tracy Turner**  
Associate Professor of Economics

economic activity," Turner said. "A new industry is growing that could create jobs and economic activity and could contribute to economic growth, but I am not sure how it might affect labor productivity."

Our neighbors to the west have come a long way with their policy reforms on medicinal and recreational marijuana laws, but where does Kansas stand on the issue? The Marijuana Policy Project, a political organization seeking to reform marijuana legislation, states Kansas has some of the most severe marijuana laws in the country. According to MMP, individuals caught in possession of any amount of cannabis can wind up with a sentence of up to a year in prison and a \$1,000 fine for the first offense, and up to three and a half years in prison and a \$100,000 fine for subsequent offenses.

"With respect to its voting constituents, this is a conservative red state, period," Greene said. "They have made their position clear. This is a zero tolerance state. They will lock up repeat offenders for years over the possession of marijuana."

Earlier this year, two bills to reform Kansas' medicinal marijuana policies for the seriously ill went before legislature. These bills did not receive a hearing or even a vote before they were dismissed.

Despite Kansas' harsh policies on marijuana use, studies are showing that, as a whole, the idea of legalization is becoming more popular with the public. Americans 18 to 29 years old hold the largest percentage of acceptance by a 67 percent vote

for legalization. Although this is a large portion of the college age demographic, it's not too hard to find those on campus who still oppose the movement.

"I just think legalization would just lead to an increase in users, and our country has spent a long time trying to reduce the usage of marijuana," Ashlee Wolters, sophomore in mass communications, said. "Why legalize it now? Also, I feel it is a substance too often people, especially teenagers, abuse. It is a drug that makes people do things they wouldn't normally do if they weren't high. Plus, most people won't do it just because it is illegal."

While there are still many out there who oppose the idea of legalizing marijuana, statistics show that the acceptance of legalization is at an all-time high.

"I think that it really outlines a state's self-determination politically," Greene said. "I think [the legalization in Colorado and Washington] offers us a perspective in how much of a democracy we're willing to live in."

With all that said, before you slap on Pink Floyd's "The Dark Side of the Moon," jump on the pineapple express and ride its sweet steam to the nearest Cheetos retailer, keep in mind that marijuana use is still 100 percent illegal in the state of Kansas.

## McDonald's kill the Dollar Menu, rolls out new products

**Scotland Preston**  
Contributing Writer

McDonald's scrapped its famous Dollar Menu as of Nov. 4. With a new value menu, named the Dollar Menu & More, items range in price from \$1 to \$5.

At the Westloop McDonald's, located at 1011 Westloop PL, the menu change includes five new items, along with several price changes.

The new value menu items were what brought Adam Hutchison, senior in history, and Adam Osheim, freshman in mechanical engineering, to McDonald's on their most recent visit. They were both trying the new Bacon Cheddar McChicken for the first time and highly approved. "It's a great value, even at \$2," Osheim said. "I'm a fan."

Hutchinson agreed with Osheim about this addition to the new menu. "It's close to the best thing I've ever had at McDonald's," Hutchison said. "Basically, I think it comes down to the bottom line that it doesn't matter what McDonald's charges, people will come."

The five new menu items include the Bacon Cheddar McChicken at \$2, the Buffalo Ranch McChicken at \$1, the Bacon Buffalo Ranch McChicken at \$2, the BBQ Ranch Burger at \$1 and the Bacon McDouble at \$2. Price changes include a McDouble now being \$1.19, the Double Cheeseburger \$2.89 and the 20-piece chicken McNuggets \$5.

Christian Heitschmidt, junior in agricultural economics, said he wasn't aware of the changes to the Dollar Menu. He said he visits McDonald's two or three times a week, frequently after a night out at the bars. Heitschmidt said he won't let the changes in price determine what he orders or how many times he visits McDonald's.

"You can't let price determine what you like," Heitschmidt said. "The price changes won't change how many times I go to McDonald's, because you can't beat McDonald's for some late night or early morning food."

McDonald's isn't the only fast food chain making adjustments to their value menu. In January, Wendy's renamed its "Right Size, Right Price," which includes a price range from 99 cents to \$2.

While some may be worried that the recent price changes hint at a future elimination of sandwiches for \$1, McDonald's CEO Don Thompson reassured the public that the idea is to promote value at additional price tiers.

According to an article by Venessa Wong from Businessweek from Oct. 23, Thompson said the new menu, "gives customers a value ladder of sorts, so that based upon their discretionary spending, they have multiple offers at McDonald's."

Gwen Fritz, senior in marketing, said she doesn't eat much at McDonald's and wasn't aware of the new menu.

McDonald's doesn't plan to begin advertising for the Dollar Menu & More until Nov. 11. As for the times Fritz does eat there, she said she normally doesn't get things off the Dollar Menu, so she probably would never have noticed the change.

"I think that McDonald's changing its prices is just a natural change in the economy," Fritz said. "Because their prices for their products are increasing, they are going to have to charge the consumer a higher price in order to still make a profit."

*This article was written for an MC200 class through the A. Q. Miller School of Journalism and Mass Communications.*



courtesy photo

## Does getting caught up in TV, movie buzz alter experience

**Jerry Yaussi**  
Staff Writer

It's surely happened to you before. You see the teaser for a trailer for a new movie. You get excited. You see the trailer. You're even more excited. Then, you see the movie months later. And a funny thing happens. The movie sucks. Or maybe it doesn't. Maybe it's good, but given the amount of promotional material that got you so pumped for, it did not live up to your expectations.

Like millions of other movie-goers, you've gotten caught up in the hype. But how exactly does the buzz for entertainment affect us? "Avatar," the highest grossing film of all time, relied heavily on buzz to reach

its success. Whereas other movies have their actors promote the movies they take part in, "Avatar" didn't have their actors involved in the marketing at all.

Does the hype and buzz about mainstream entertainment help with a movie's success?

"I would say so," Lindsey Elliott, news production specialist in the division of communications and marketing, said. "The more people have people talked about something, the more the people are going to go for your product."

Perhaps the greatest boon to a movie studio's ability to drum up buzz is the Internet or social media.

"From a social media perspective, buzz can affect

the success of movies and TV shows," Melissa Morris, social media specialist in the division of communications and marketing, said.

With everyone connected by social media sites like Facebook, Twitter and Tumblr, this could represent an advertising gold mine. But, as one might expect, with any new form of advertising possibilities, some aren't as quick on the uptake as they should be.

"I don't see a lot of [buzz] on Facebook, and I think the tricky thing about Facebook is that it's so crowd driven," Abby Knoblauch, assistant professor of English, said. "When you get sponsored ads, I don't think we pay as much attention. You do if someone you know sought it

out on YouTube."

Despite the new avenues available to movie studios, using buzz to drum up success is nothing new.

"I think there's always been buzz around," Elliott said. "The term 'water cooler talk' is things that people talk about. Traditionally, it's [also] called word of mouth. But of course the Internet has changed everything. I think [buzz has] always been a factor, but I think it's much faster and immediate at this point. Especially with the Internet."

Now people can talk about things that interest them simultaneously. What once was contained to the people around you has been extended to your entire country, and nearly the

entire world.

"It used to be you had to wait until you went to work the next day to see someone to talk to," Elliott said.

Today, you can talk to as many people as you want at any time about what you like over the Internet. As far as movies are concerned, it's like you're doing half of the advertisers' job for them.

"I know we have all gone to movies or watched a TV show because the advertisements looked great and the buzz we heard about it made it sound great," Morris said.

Perhaps the greatest examples of movies not living up to their expectations are those that are adaptations of other material. How often have you heard someone say "The book was better?"

Often those movies have legacies that they are unable to live up to. For every "Harry Potter" and "Lord of the Rings" movie that lived up to their hype, there will always be "The Last Airbender" or a "Dragon Ball: Evolution" that didn't. But that doesn't stop the movies from enjoying large advertising budgets to drum up hype.

Some people have taken to swearing off all forms of promotional material for a movie. They wish to preserve the surprise that movie trailers may ruin in order to build up some buzz. It also keeps their expectations in line. The question now is whether you get swept up in the buzz of a movie or work against it. Ultimately, it's up to the movie-goer.



# K-State seeks to right ship against Oral Roberts



Senior guard **Omari Lawrence** defends Northern Colorado sophomore guard **Tevin Svihovec** at Bramlage Coliseum on Nov. 8. Head Coach **Bruce Weber** said the Bears, who dealt K-State an upset loss in their season opener, might not be as good as tonight’s opponent, Oral Roberts.

**John Zetmeir**  
sports editor

The K-State Wildcats’ season opener was spoiled last weekend when the Northern Colorado Bears got the best of the Wildcats 60-58. This was K-State’s first season opening loss in ten years. Luckily for head coach **Bruce Weber**’s squad, they have the opportunity to quickly redeem themselves.

“They are down,” **Weber** said. “We kept yelling during the game that we have to have emotion,

leadership and we have to get people together. I cannot go onto the court. If I could or [assistant] **Chester [Frazier]** or [associate head coach] **Chris [Lowery]**, we would, but we cannot. That has got to change. It is ironic how similar to football it is. Not only do we have new players, but you have got other players changing roles and now the leadership is so important. I use football because they lost to North Dakota State, I have talked about them and now they are on a run and how much they have improved. Hopefully,

we can go in the same direction.”

Tonight in Bramlage Coliseum, the Wildcats will face off against the Oral Roberts Golden Eagles. The Golden Eagles are coming off of a big win on the road against Tulsa on Sunday.

The Wildcats will need to be aware of sophomore guard **Obi Emegano**. On Sunday, **Emegano** led Oral Roberts with 19 points and three assists. The sophomore also came down with six rebounds, showing his complete game. Second to **Emegano** on Sunday was senior forward

**Shawn Glover** who finished the game with 16 points and four rebounds.

Against Northern Colorado on Friday, the Wildcats played with only one true post player. Sophomore **DJ Johnson** found himself having to play 36 minutes due to the absence of junior forward **Thomas Gipson**. If **Gipson** cannot play, **Glover** could cause problems for the young Wildcat team.

“Well, they beat Tulsa and we did not anticipate that,” **Weber** said. “Tulsa was supposed to be

better. Watching them on film, they are scary. They have a transfer from Western Illinois [**Obi Emegano**] and a transfer from Utah [**Shawn Glover**]. They are probably their two best players. They have some quickness. Coach [**Scott Sutton**] teams are always going to play hard and compete. People probably laughed when I said that Northern Colorado was pretty good. I told our guys that Oral Roberts might be better and might be a little more athletic. They do not have a couple of seniors like Northern Colorado has, but they have some athleticism

“You do not want to reinvent yourself. I think **Will** is forcing shots instead of being patient. Part if that is that our whole team is not patient because they are so young.”

**Bruce Weber**  
Head coach, K-State basketball

and quickness.”

On Friday, K-State was not able to get much from their seniors on the offensive end. Seniors **Will Spradling** and **Shane Southwell** combined to shoot 4-22 for 15 points. The Wildcats will need more production out of their seniors if they hope to be successful.

“Right now, I think he is trying to do too much,” **Weber** said. “**Will [Spradling]** is forcing things. You have to realize why he was so good last year. He still had eight assists and probably should have had 12 if we make some layups. He has got to make open shots and screen. He can add to that and now he is putting it on the floor better. He is doing some things better, but you also have to do what you did. You do not want to reinvent yourself. I think **Will** is forcing shots instead of being patient. Part of that is that our whole team is not patient because they are so young.”

It is apparent that the Wildcats will need to get production out of their younger players to have success. Freshman **Wesley Iwundu** became the first true freshman to tally a double-double in his first game as a Wildcat since **Michael Beasley** in 2007 and only the third player all-time. **Iwundu** finished with 14 points and 10 rebounds, and despite the strong effort, he said he realizes that K-State cannot dwell on the loss.

“The energy in the locker room has been very positive,” **Iwundu** said. “We are not looking back at it, we are looking ahead. We are ready to get this next game.”

# Snyder, players say they expect tough challenge from TCU Saturday

**John Zetmeir**  
sports editor

Before the K-State Wildcats faced off against the West Virginia Mountaineers on Oct. 26, head coach **Bill Snyder**’s team had not tasted a victory in nearly six weeks. Since that point, the Wildcats have won three consecutive games and are just one win shy of becoming bowl eligible. This Saturday, the Wildcats will face off against the TCU Horned Frogs for an opportunity to win that sixth game and become bowl eligible. Yesterday, **Snyder** and selected players shared their thoughts on the upcoming matchup against the Horned Frogs.

“It would be a positive thing at this point in time,” **Snyder** said of the possibility of becoming eligible for the postseason. “I think all of our players are interested in that. We do not spend a great deal of time talking about it, but you have to realize too that there is an equal amount of motivation on the other side because TCU is going through the exact same thing. They are fighting for their lives in a bowl game as well, so they will be motivated as will we.”

Last weekend against the Texas Tech Red Raiders, K-State found a lot of success running the ball. Sparked by senior running back **John Hubert**, the Wildcats as a team rushed for a combined 291 yards. **Snyder** praised the offensive line for their continued growth which allowed K-State’s offense to run the ball effectively.

“They have developed a better sensitivity to finishing plays, going to the whistle, that type of thing,” **Snyder** said. “The average play lasts about six seconds and you have got to play for six seconds. I thought that we were kind of taking some things for granted, and we probably played about three seconds of every snap, in other words, didn’t finish plays and we weren’t practicing that way. But once they kind of got the message and realized that we needed to practice that way in order to play that way, they began to finish plays in practice better and that has carried over onto gameday.”



Head coach **Bill Snyder** speaks to the media at the Vanier Complex yesterday afternoon. **Snyder** spoke about bowl eligibility and the upcoming game against TCU.

Last season, the Wildcats entered their matchup with TCU ranked No. 2 in the country. The Horned Frogs have struggled throughout the course of the year, but this did not stop the young TCU side from battling the No. 2 Wildcats. It was a game that junior center **BJ Finney** remembers quite well.

“I expect the same thing,” **Finney** said. “They are very physical. They were beating us off the ball and beating us at the point of attack. They were doing a very good job at making sure that they controlled the line of scrimmage, and as an offensive lineman it is hard to swallow that pill when someone is doing

that. So we are expecting a lot of that same physicality and a lot of that same toughness from this TCU team. Even though they do not have the same record as last year, these guys are still the same team and very good athletes. They are a great team, and it is going to be a hard game.”

The Wildcats realize what is at

stake this Saturday. Every week, the young K-State team has showed improvement. Sophomore safety **Dante Barnett** said he realizes that bowl eligibility is at stake, but emphasized the importance for the team to just stay focused on the game at hand.

“We do not really look at it as that,” **Barnett** said. “We just look

at it as another game that we can go out there and win. We will worry about the bowl game when that time comes. It would not really be a relief. We still look back at a couple of those losses, but winning that game would show that we have improved since those losses and have gotten better each week.”







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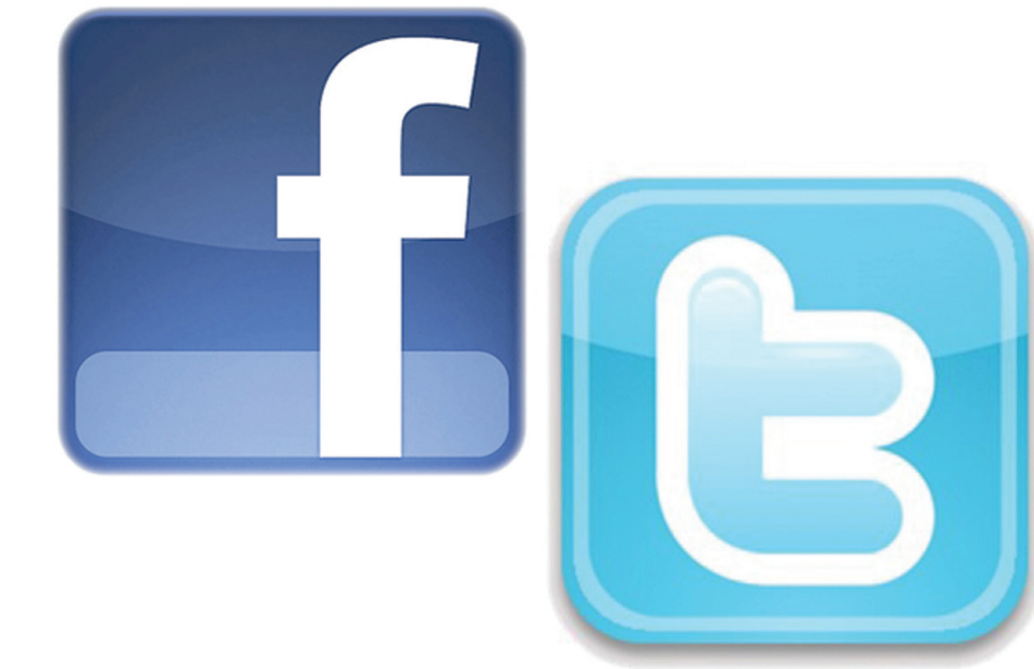
# A tale of two IPOs

**Christa Deneault**  
staff writer

On Nov. 7, Twitter had its public debut on the New York Stock Exchange with stock prices closing the market at a hefty 73 percent above its initial public offering price tag. By comparison, last May, Facebook's initial public offering on NASDAQ barely stayed in the green with .6 percent increase above its initial cost per share. Twitter's public debut ran smoothly, which made Facebook's unveiling seem even more like a debacle than it did last spring. What made Twitter's IPO a success whereas Facebook's IPO was a failure?

An initial public offering (IPO) is the first time a private company allows its stocks to be traded publicly. A company that wants to become public has to have underwriters determine the worth of the company in terms of size of shares and cost per share. The underwriting firms also advise the company when to have their IPO.

This is one area Twitter and Facebook differed. Twitter's main underwriter was Goldman Sachs, which tried to keep Twitter's stocks in the possession of long term investors. Facebook enlisted the help of Morgan Stanley, a popular underwriter for Silicon Valley's IPOs. Facebook increased the size and price of their IPO a



Photos courtesy of Flickr

few days prior to the scheduled debut. Twitter only increased its price as demand increased, days before the IPO.

"During the IPO, insiders are given an opportunity to sell the shares they hold," Ansley Chua, associate professor of finance, said. "These are called secondary offers. The cash raised during the secondary offers do not go to the firm, rather they go to the holders of the stock."

Insider trading differed between these companies. After Facebook's IPO, about half of the profits went to insiders selling early. However, Twitter's investors did not participate in insider trading.

"All the funds raised by Twitter

are for corporate use," Chua said.

Technology worked against Facebook's IPO. There was a glitch in NASDAQ's system which caused a 30 minute delay. Technical difficulties prevented some orders from going through, causing chaos among investors. Twitter's decision to join NYSE instead of NASDAQ worked as a preventative measure. NYSE's physical trading as well as technological trading was an ideal combination for Twitter, something Facebook's problematic IPO lacked.

"Twitter's valuation is more expensive than Facebook's looking at price to earnings ratio," Kendal Clawson, senior in finance, said.

A high price to earnings ratio is an indicator that investors are expecting higher earnings growth. It is calculated by the price of the stock divided by the earnings over the last 12 months per stock. This could account for the differences in demand for Twitter's and Facebook's stocks.

An IPO can predict the future health of investments in a particular company, but they are often risky to invest in.

"I steer clear of investing my money in IPOs because, though maybe not in all cases, they're often overpriced," Ryan Ackerman, K-State alumnus and financial analyst at ConocoPhillips, said.

# Chiefs' Bowe arrested for marijuana possession days before game at Mile High



Kansas City Chiefs wide receiver **Dwayne Bowe** looks on before an NFL football game against the Oakland Raiders in Kansas City, Mo. on Sept. 20, 2009.

**Tate Steinlage**  
staff writer

Kansas City Chiefs wide receiver Dwayne Bowe was arrested and cited Sunday night in suburban Kansas City after allegedly speeding and possessing more than 10 grams of marijuana.

This is Bowe's second drug-related incident after violating the National Football League's policy on performance-enhancing drugs in 2009, earning him a four-game suspension.

The league's substance abuse policy prohibits players from illegally possessing a number of drugs, including marijuana. Having already run into trouble before with drugs, many fans fear that the receiver will miss the team's biggest matchup of the year Sunday against the Denver Broncos at Mile High Stadium.

If Bowe does indeed miss the contest Sunday, it will be more of a loss than his statistics say. Despite an underwhelming season to this point in the 2013 campaign — amassing just 33 receptions for 369 yards and two touchdowns — the Chiefs will miss their biggest target in both height and as a deep threat.

Since his rookie year in 2007, Bowe has led the Chiefs in receiving yards against the Broncos six times in 12 games, including five games of 85 yards or more. He has also consistently been a threat near the red zone with his big, 6-foot-2-inch frame.

His absence would put a heavier weight on wide receiver Donnie Avery's shoulders. Avery is leading the Chiefs in receiving this year, averaging nearly 15 yards a possession. The Broncos will likely key on Avery, and without another threat like Bowe to turn to, the Chiefs will likely have a tough time getting in tune with their passing game.

This provides an even bigger issue for the Chiefs. If the passing game is unable to find balance within the offensive attack, the run game will be left to do all the work — something the Chiefs have relied on throughout their impressive 9-0 start.

However, Denver is far better than any of the opponents the Chiefs have toppled so far, especially up front on the defensive line. The Broncos are fourth in the National Football League in opposing rushing yards, allowing just 87 yards on the ground per game. If they're able to slow down Jamaal Charles and Alex Smith on the ground, the Chiefs will be forced to try to make something happen through the air. This will be much more difficult without Bowe.

Thankfully for the Chiefs, the National Football League front office will likely wait until Bowe's December court date before taking action in wake of his arrest. But let it be known that the Chiefs are a different football team without Bowe, and an absence Sunday could lead to the team's first loss of the season.

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